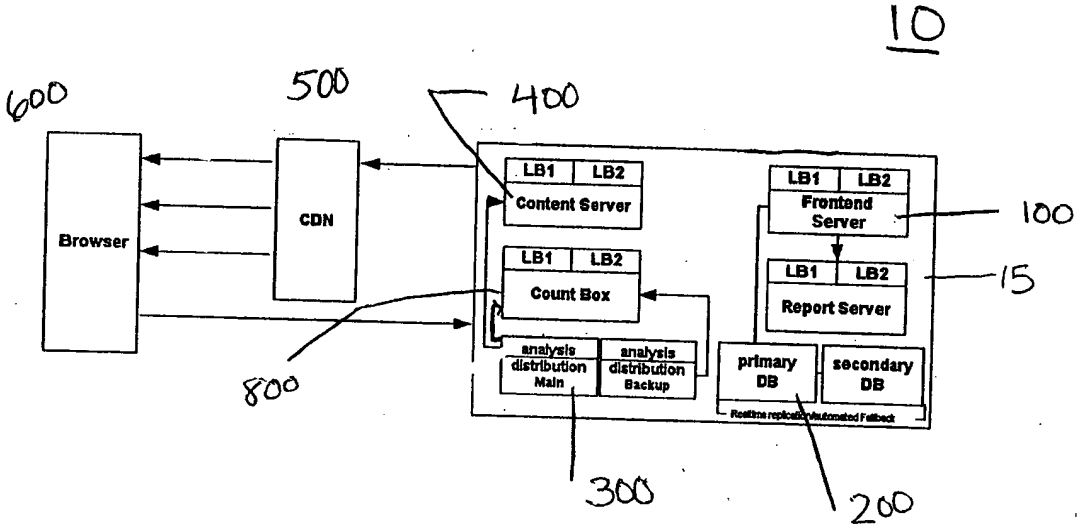
10
600
500
400
Browser
CDN
LB1
LB2
Content Server
LB1
LB2
Count Box
analysis distribution Main
analysis distribution Backup
LB1
LB2
Frontend Server
100
LB1
LB2
Report Server
15
primary DB
secondary DB
800
300
200

FIG. 1A

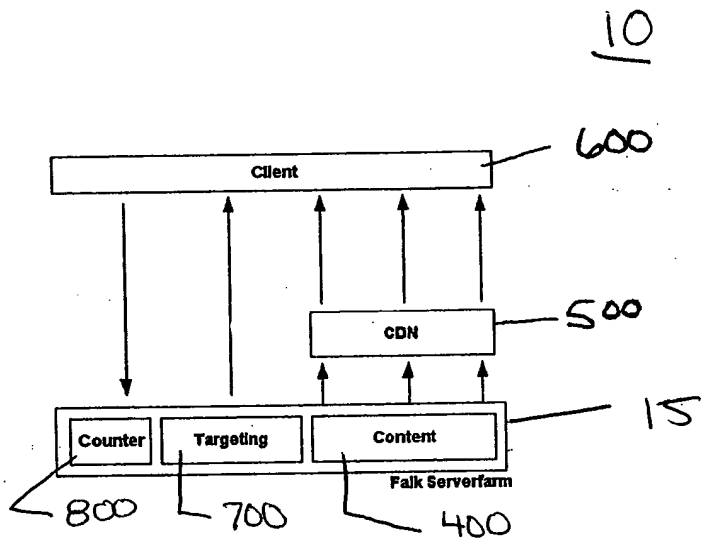
10
600
Client
500
CDN
15
Counter
Targeting
Content
Falk Serverfarm
800
700
400

FIG. 1B

ID
Index
Start date
End date
Day
Start time
End time
Version
Share
Priory
NumberofImpressions
NumberofClicks
SumofImpressions
SumofClicks
Frequency
DomainFlag
DomainList
TargetingFlag
TargetingReverse
FrequencyPeriod
ProfileFlag
ProfileList
ProfileMatch
MaxPerDay
AgentInfoFlag
AgentInfoList
AgentInfoMatch
BandwidthFlag
BandwidthMin
BandwidthMax
ProfileFormula
AgentInfoFormula
Wordlist
CompleteTargetingFormula

FIG. 2A

ID
Campaign
File
URL
AltText
Anteil
HTMLCode
Frequency
FrequencyPeriod
TargetingReverse
TargetingFlag
DomainFlag
DomainList
ProfileFlag
ProfileList
ProfileMatch
AgentInfoFlag
AgentInfoList
AgentInfoMatch
BandwidthFlag
BandwidthMin
BandwidthMax
ProfileFormula
AgentInfoFormula
CompleteTargetingFormula

FIG 2B

ID
Impressions0
Impressions1
Impressions2
Impressions3
Impressions4
Impressions5
Impressions6
DayImpressions0
DayImpressions1
DayImpressions2
DayImpressions3
DayImpressions4
DayImpressions5
DayImpressions6
ImpressionPrognose

FIG. 2C

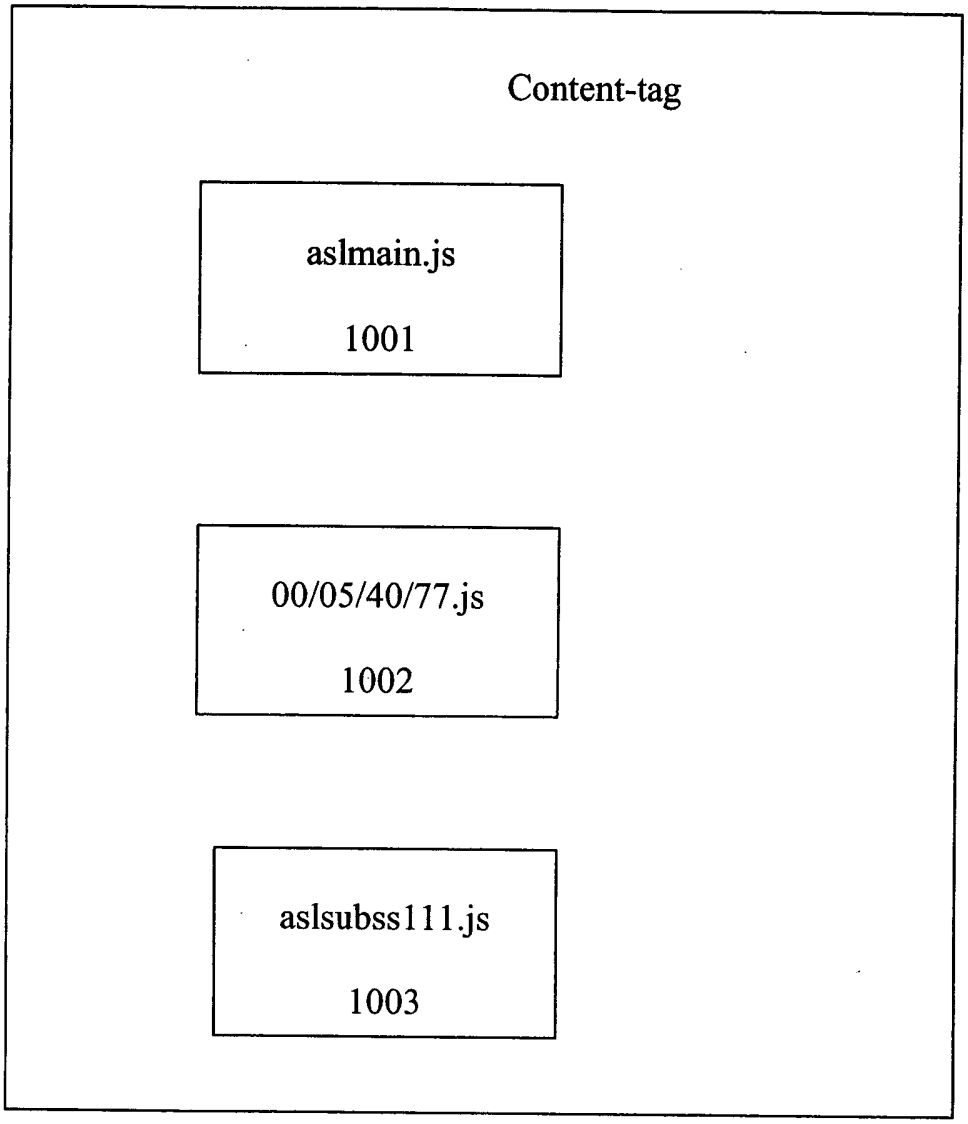
Content-tag
aslmain.js
1001
00/05/40/77.js
1002
aslsubss111.js
1003

FIG. 3

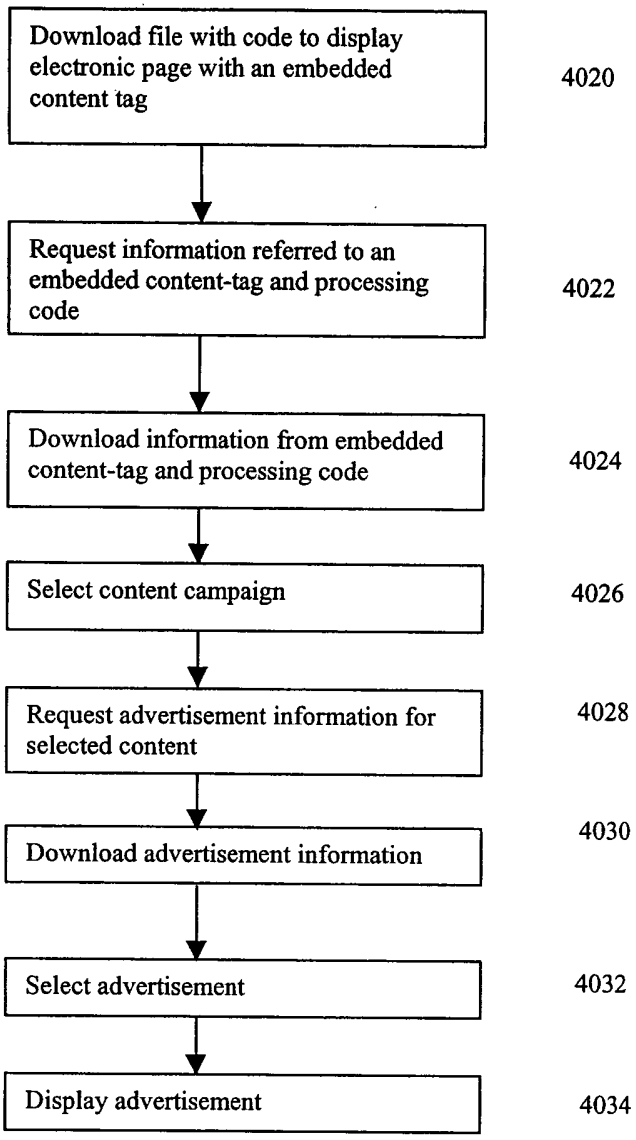
Download file with code to display electronic page with an embedded content tag
4020
Request information referred to an embedded content-tag and processing code
4022
Download information from embedded content-tag and processing code
4024
Select content campaign
4026
Request advertisement information for selected content
4028
Download advertisement information
4030
Select advertisement
4032
Display advertisement
4034

FIGURE 4

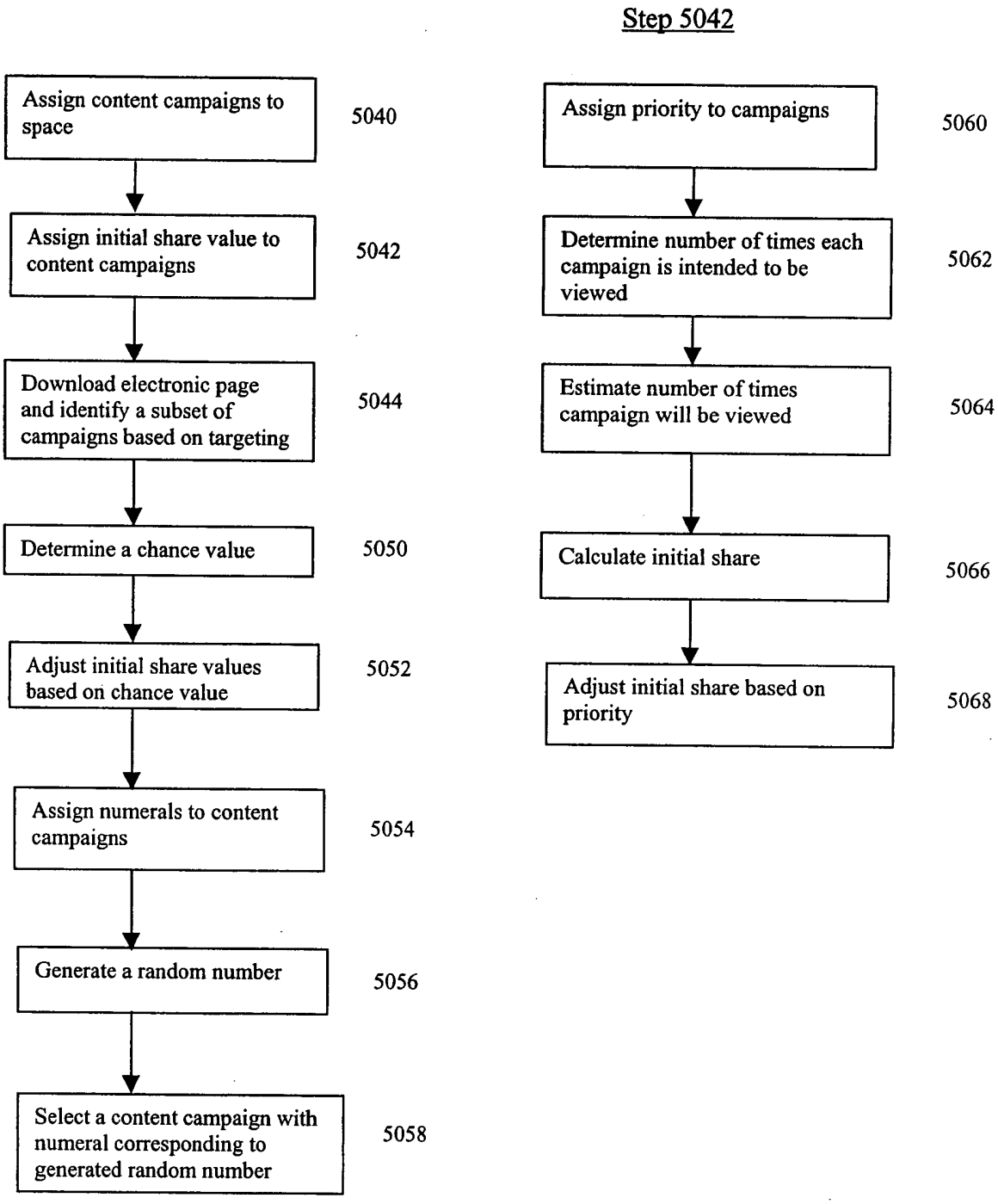
Assign content campaigns to space
5040
Assign initial share value to content campaigns
5042
Download electronic page and identify a subset of campaigns based on targeting
5044
Determine a chance value
5050
Adjust initial share values based on chance value
5052
Assign numerals to content campaigns
5054
Generate a random number
5056
Select a content campaign with numeral corresponding to generated random number
5058
Step 5042
Assign priority to campaigns
5060
Determine number of times each campaign is intended to be viewed
5062
Estimate number of times campaign will be viewed
5064
Calculate initial share
5066
Adjust initial share based on priority
5068

FIGURE 5